

INDEX SECTION JANUARY-DECEMBER 1978

ITEMS 001-735

This index lists topics discussed in articles which have been annotated by *TMIG* during 1978. Accompanying each topic is the item number by which the reader can find a specific annotation. The numbers contained in each issue are as follows:

January/February 001-114

March/April 115-240

May/June 241-365

July/August 366-476

November/December 592-735

A

Accounting

Advertising costs	002
Bank loans	472
Budgeting	390
Cases in management	502
Cost	
EDP management	015
Cost determination	384
Cost reduction and control	381
EDP equipment services for offices	
Market data, trends	378
Executive perks, fringes	620
Financial criteria	496
R & D projects	270
Inflation, implications	270
Information use	
Small business	025
International practices	053
Italy	
Bank Statements	
Guide	470
Spreading and analysis of	470
Macroaccounting	
Model design, strategy	143
Management attitudes	
Financial reporting	622
Social impact	493
Zero-base budgeting	388

Advertising

Broadcast cooperative	
Guide	371
Classified	
Guide	370
Comparative	
International	372
Consumer information programs	200
Co-op guide	116
Corporate	
Comments of experts in field	367
Current trends	241
Costs auditing	002
Effectiveness modelling	147
Evaluation	
Bibliography	242
Expenditures	
International statistics	593
Financial	
Analysis	114
Foreign agencies	
Gross income—1977	306
Government	243
Governmental regulation	366
Guide-periodicals	115
Images of men and women	477
International	302
Coordinating	117
Interurban shoppers	
Communicating with	248
Legal	
Fees, services	479
Long-term value	118
Marketing and communications	
Key to productive selling	482
Marketing relationships	244
Multinational corporations	478
National	
Top 100 companies	480
New products	250
Pharmaceuticals	713
Photographic industry	
TV	592

Political analysis	245
Problem of regulation	368
Publicity	
Work manual	360
Radio and TV commercials	
Art of creating	583
Reach/frequency measurements	246
Research	
New car ads	001
Review of marketing 1978	511
Sales effects	594
Self promotion	251
TV and British Industry	712
TV-children	132

Africa

Continental profile	
South of Sahara	650
Southern Africa, Conflicts	668
Statistics	
Research	175
Social, economic, market	639

Agricultural industry

American	
Energy	451
Farm population	
Migration	675
Flower industry	
Fact book	220
Grenada	
Science, technology needs	089
International	
Food problem	676
Parity, analysis	544
Small farms	
International analysis	086
Turkey production/marketing	088
United States	
Export opportunities	206
Policy evolution, goals	087
Wine-California	205
World food problems, forecasts	050

Alabama

Business doctorates	
Demand for	259
Construction	716
Foreign investment	687
Legislation	
Consumer protection	489
Migration patterns	410

Apparel industry

Study, report	679
---------------	-----

Architecture

Designs for commercial use	
Sourcebook	717
Directory, U.S.	
Firms, architects	727

Arkansas

Heating fuel	
Forecasting regional demand	453
Legislation	
Consumer protection	489
Migration patterns	410
Wages, manufacturing	440

Art industry

Corporate sponsorship	323
Free-lance market	
Directory	237

Asia

Meeting sites	643
---------------	-----

Associations

Communication	
Internal/external	494
Encyclopedia U.S.	309
Trade-directory	
EDP users groups	263
Trade/professional-national	
Directory	067

Atlanta

Mortgage market	698
-----------------	-----

Australia

Meeting sites	643
Parent company listings	049

Austria

Statistics, wines	645
-------------------	-----

Automotive industry

Analysis	656
International	297
Component parts	048
Statistics	045; 179

B

Bahamas

Meeting sites	643
---------------	-----

Barbados

Economy/investment	649
--------------------	-----

Behavioral Science

Attitude research	029
Common stock investors	
Males vs. females	225
Communication climate study	139
Consumer	
Information programs	200
Consumer dynamics	
Nonprofit Organizations	623
Food shoppers' free sample use	
Obese vs. nonobese persons	319
Human resource development	495
Interviewing, strategies	618
Improving work performance	
Coaching techniques for managers	269
Interurban shoppers	248
Job interviewing	615
Management	
Control systems	
Performance/satisfaction-study	135
Loyalty	497
Motivation research	
Focus group interviews	032
Newspaper readership	
Young adults	230
Office Politics	
Guide for Success	611
Organizational buying	629
Q-Methodology	
Member attitudes	155
Retail shoppers	
Demographics, psychographics	320
Salesman/prospect interaction	039
Social trends, implications	076
Women	
Pharmaceutical marketers	040

Belgium

Advertising agencies	520
Coffee	418
Floor polishers	
Market data	423
Marketing	
Appliances	647
Prepared foods	
Market data	418
Sound equipment	647
Statistics	
Alcoholic, non-alcoholic beverages	059
Cigarettes	059
Power tools	056
Vacuum cleaners	
Market data	423

Bermuda

Meeting sites	643
---------------	-----

Beverages

Wineries	
California	205

Bibliography

Advertising evaluation	242
Business, economic research	
1976 publications	121
Marketing	
Profitability analysis	146
Social responsibility	027
Market segmentation	028
Public relations	
Bernays, Edward L.	249

Boston

Market forecast	406
Mortgage market	698

Brazil

IBM	
Sales compensation	404
Rubber industry	178; 646
Tourism	732

Business

Anti-business bias and television	476
Budgeting, program	390
Capital spending	
Corporate cash	576
Charts encyclopedia	012
Communications	
Channels analysis	275
Marketing communication models	021
Printing	590

Computers

Chip's effects	130
Maximizing use	265
Computer service	
Industry analysis	604
Consumer education	
Use as competitive strategy	157
Corporate profile	
3rd quarter	658
Corporations' profile	627
Directory	
Black Americans	286
Information service	725
Education	
Best schools rankings	009
Doctorates—demand for	
Alabama	259
Executives dining awards	366
Franchising	
Role of women in	464
Frauds	666
Fringe benefits packages	
Profile	347
Information sources	
U.S. government	318; 704
International	
Trends, problems	292
Journals	
Manager's comments	123
Leasing	
Decisions	
Marketing implications	020
Purchase comparison	144
Equipment, advantages of	082
Management	
Conceptual development	391
Forecasting methods	
Reference guide	401
Planning, policy	501
Management consultant	481
Marketing and communications	482
Medical information systems	486
Metadevelopment concept	136
Multinational	
Multinational	420
Selected readings	044
New Mexico	
Wood furniture enterprise	
Feasibility study	436
Office automation	487
Opportunities abroad	
Guide to nations of the world	
Statistics	415
Reading techniques	254
Research and development	
Spending patterns for U.S. companies	
Survey, 1977	448
Research communications	
Mail surveys	153
Report writing—training	
Collaborative approach	119
Research bibliography	121
Sales forecasting methods	403
Statistics—1977	
Forbes 500s	315
Statistics—1978	
Forbes 500	574
Training, development organizations	
Directory	255
Training films	
Guide	258
Women's progress	203

Buyer's Guide

Lithographic preparatory services	101
-----------------------------------	-----

C

California

Wine industry	
Statistics	205

Canada

Automotive industry	297; 521
Statistics, trends	179
Economic forecast-1978	182
Energy application survey	091
Forest products industry	
Directory	207
Marketing	
Fundamentals	151
Methods	
Case approach	173
Marketing problems	642
Paper and pulp developments	527
Pulp, paper producers	
Directory	097
Real estate industry	
Directory of companies, individuals	569
Rubber industry	
Statistics	057
Selling costs index	166
Trade/professional associations	
Directory	067

Catalog

Paper, Metropolitan NY	457
------------------------	-----

Chicago

Mortgage market	698
-----------------	-----

[illegible]

G		Word processors	Food additives market, U.S.	Advertising
Georgia		Feature report	Graphic arts	Coordinating
Atlanta media directory	100	List of models and specifications	Forecast-1978	Multinationals
Legislation			Prepress supplies	Advertising agencies
Consumer protection	489		Trends profile	Gross income—1977
Migration patterns	410		Hotel/motel	Advertising expenditures
Germany		Handbook	Statistics	African profile
Alcoholic beverages	298	Affirmative action manual	Chains' growth	South of Sahara
American subsidiaries		353	Innkeeping	Agriculture
German firms	636	Communications media	1977 financial report	Small farms-analysis
Clothing and footwear	520	Credit and collection	Labor unions' power	Automobile components industry
Coffee	298	Legal aspects	Leasing decisions	Europe
Firms directory		Distribution, physical	Marketing implications	U.S.
American subsidiaries	176	Planning, operations	Lodging	Automotive industry
Imported products		Franchising	Motel directory	Statistics, trends
Buyers guide	026	Legislation, methodology	Market research	Bank statements-Mexican
Introduction to market	422	Fund raising	Conducting your own	Analysis and spreading
Marketing		Fur industry	Micrographic market	Business
Both products	647	Classified directory	GSA statistics	Review
Musical instruments	300	Marketing	Mini/micro computers, miniperipherals	Selected readings
Statistics		Guide for engineers	Market survey, 1978	Trends, problems
Cleaning products	423	Problem solving	Mining	Business information
Cosmetics and toiletries	423	Operations research	Multinational	U.S. gov't sources
Disposable paper products	056	Fundamentals	Mobile homes	Commercial loan charge-offs
Domestic appliances	056		Montana	Survey, statistics
Health, slimming foods	059	Health Care Industry	Wood products	Commodity markets
Pharmaceuticals	423	Community hospital costs	Multinational corporations	Role of U.S. in
Food	645	South Carolina/U.S.	Industrial commodities suppliers	Comparison advertising
Sound equipment	056	Dental equipment, supplies market	New Mexico	Construction industry
Great Britain		Europe	Wood furniture enterprise	Saudi Arabia
Retail trades		Hospital, surgical supply dealers	Feasibility study	Convention facilities directory
Review	414	Directory	Optical displays	Countries and leaders
Greece		Leadership directory	Profile	Profiles
Foreign trade-EEC	294	Marketing perspectives	Outlook-1978	Dental equipment, supplies market
Grenada		Medical computer market	Automotive	Europe
Agro-Industrial development		Analysis	Chemicals	Directory
Science, technology needs	089	Medical diagnostic imaging	Computer	Wood-based panel producers
Guinea		Medical malpractice insurance	Oil	Economics
Advertising		Medical microcomputer markets	Paper	U.S. profile
Classified		Medical patient monitoring, U.S.	Semiconductors	EDP markets, systems
Entering into	370	Market study	Steel	Guide
Co-op	116	Patient monitoring, study	Paper and packaging	Energy use
Personal selling	251	Prescription drugs survey	United Kingdom	U.S./foreign countries
Broadcast co-op advertising	371	Research methods	Pharmaceutical, future	Europe
Business frauds	666		Plastics	Economics, review
Career planning for teenagers	728	Hong Kong	Printing	Economic unions
Charitable remainder trusts	611	Parent company listings	Midway 1978	European economic community
Club operation	247	Pharmaceutical industry	Process industries	Current issues
Data base management systems	013		Data acquisition, control systems	Export opportunities
Directories-U.S.	187	Hospitality Industry	Product liability	Finance and marketing
Directory information service	080	Products/services directory	Pulp and paper	Manual
EDP markets, systems	126		International directory	Food crisis
International		Housing	Purchasing power survey	Food problems, forecasts
Education		Planning	Rubber	Foodservice markets
Free films	598	Aging of population	Consumption/production	Encyclopedia
Health, physical education	253		International	Foodservice products directory
Employment opportunities		Houston	Facts book	Foreign country experts
Federal government	317	Mortgage market	Small office copiers	Directory
Energy			Performance ratings	Foreign trade-EEC
U.S. organizations, info. resources	455	Hungary	Sound equipment	Foreign U.S. investment
Executives		Rubber industry	United Kingdom	Future management conditions
Handling press interviews	099		Space shuttle use	German firms
Federal government	441	India	Statistics	American subsidiaries
Research information	407	Parent company listings	Steel—international profile	Global economic stress
Filmmaking	707	Rubber industry	Statistics, projections	Environmental factors
Food industry		Production/consumption	Survey	Great Britain
Product, service suppliers	214	Rubber industry profile	Industrial park trends	Retail review
Genealogy			Tapes and records	Guide to nations
Tracing your family roots	726	Indonesia	United Kingdom	Freedom and financial opportunities
Guidance materials-free	011	Parent company listings	Statistics	Statistics
Imported German products	026	Rubber industry	Steel—international profile	Industry, performance
Industrial purchasing power		Production/consumption	Statistics, projections	Insurance
Key U.S. plants	185	Rubber industry profile	Survey	Top 15 specialized reinsurers, 1976
Information systems, services	708		Industrial park trends	Insurance industry statistics
Investments	339	Industry	Tapes and records	European Community
Italy		Acne skin care products	United Kingdom	Introduction to German market
Bank statements		Market trends, statistics	Statistics	Management for development
Spreading and analysis of	470	Capital equipment	Steel—international profile	Problems
Job hunting-managers	273	Phone expenditures	Statistics, projections	Marketing, Europe
Forecasting methods	401	Chemical	Survey	Review
Manufacturers' agents	329	U.S. profile	Industrial park trends	Marketing communications function
Mexican bank statements		Cleaning products	Tapes and records	Organizing and controlling
Analysis and spreading	291	United Kingdom	United Kingdom	Marketing research houses, services
Office politics	613	Coal, U.S.	Statistics	Directory
Pennsylvania foundations	471	Cosmetics	Steel—international profile	Multinational
Publicity		Cosmetics, toiletries	Statistics, projections	Advertising
Manual for professionals	369	Statistics	Survey	Business
Periodical advertising	115	Directory	Industrial park trends	Corporations
Remote computing services		Information service	Tapes and records	Industrial commodities suppliers
Feature report	380	Domestic appliances	United Kingdom	Natural resource shortages
SI metric system	723	United Kingdom	Statistics	Potential security threats
Television industry		Electronic calculators	Survey	Organizations
Statistics	351	Energy	Industrial park trends	Reference sources
Training films		Texas reserves, resources	Tapes and records	Packaging-aseptic
Business, industry	258	EEC industrial policy	United Kingdom	Parent company listings
U.S. communication industry trends	586	Extender and filler pigments, U.S.	Statistics	Australasia and Far East
U.S. Government		Financial analysis	Steel—international profile	Pharmaceutical industry
Procuring business contracts with	184	Flavors and fragrances, U.S.	Statistics, projections	Pulp and paper industry
U.S. state legislatures	134	Market data	Textile industry	Directory
Warehousing	631	Fact book	Tourism	Rubber industry
Women's credit rights	252		Brazil	Consumption/production

United Kingdom	732	Product liability	019	Personnel	605	Business economist's role	426
U.S. residents to Europe	046	Tax shelters	223	Physical distribution		Buying power survey 064; 652	
Trade		Textile industry	546	National conference proceedings	160	Canada	
Recent trends	293	U.S. state legislatures		Planning, policy	501	Case approach	173
Statistics	326	Guide	134	Planning, strategic	490	Fundamentals	151
U.S. Japan	609			Price level changes		Canadian problems	642
United Kingdom		Lebanon		Implications	270	Channel communication models	021
Retail business	686; 683	Foreign trade-EEC	294	Process, MBO	385	Clothing, study	679
Venezuela				Product		College students	
Market possibilities for U.S. firms	417	Liberia		Multinational	177	Drinking patterns	660
World food situation	450	Rubber industry		Retail		Communications	
		Consumption/production	413	Wheel of retailing, positioning	466	Key to productive selling	482
Investments				Zero-based budgeting	221	Computers	
Opportunities abroad		Los Angeles		Retail forecasts	461	Mini/micro computers, miniperipherals	
Data on nations of world	415	Mortgage market	698	Review of marketing 1978	511	Market survey, 1978	379
Israel				Sales forecasts		Concept, implementation of	396
Tourism industry	046	Louisiana		Appraising	041	Structural constraints impeding	208
		Heating fuel		Skills	619	Conservator society	536
Italy		Forecasting regional demand	453	Small business		Consumer challenges	122
Automotive industry	521	Legislation		Accounting information uses	025	Customer education	
Banking statements		Consumer protection	489	Time, territorial		Direct	
Spreading and analysis of	470	Migration patterns	410	Learning course	042	Fundamentals	276
Beverage consumption	298	New Orleans		Urban mass transit		Ecology relationship	090
Clothing and footwear	520	Pharmacy services and prices	517	Managerial decision making criteria	589	Education	147
Knitwear	300			Women's role	274	Collegiate curricula	256
Rubber industry	178; 646			Zen applications	272	Efficiency program	
Statistics						Forecasting model	285
Aperitifs	645			Manpower		EFTS bank service	349
Cleaning products	423	Malaysia		Development management	614	Europe	
Cosmetics and toiletries	423	Parent company listings	049			Review	418; 423
Pasta, prepared foods	059	Rubber industry	178; 646	Manual		Fashion retailing	460
Pharmaceuticals	423			Financial		Ghetto-analysis	279
		Management		Publications mailing labels	106	Graphic arts equipment	
		Accounting	502	Computer preparation	159	Buyers' guide	428
		Cost reduction and control	381			Guide for engineers	008
		Financial reporting, attitudes	622	Manufacturing industries		Harvesting strategies	509
		Business journals		Apparel		Health care perspectives	358
		Manager's comments	123	Men's sportswear	685	Homeowner study	715
		Changing role	271	Texas	193	International	
		Club operation	247	Chemicals		Communications function	584
		Communication	499	Executives directory	211	Manual	469
		Internal/external	275	U.S. industry profile	330	Laws and regulations	147
		Communication channels analysis	139	Children's wear		Macro marketing	506
		Communication climate study	139	Statistics	191	Management	
		Communication practices	498	Colorado		Marketing vs. manufacturing	022
		Statistics	498	Directory	070	Management information systems	389
		Compensation	621	Computer graphics equipment	377	Market segmentation	393
		Sales, marketing executives	387	Statistics	377	Bibliography	028
		Survey	387	Directory	094	Medical research methods	628
		Conceptual developments	391	Future of pharmaceuticals	547	Office furniture	439
		Span of management	391	Key plants guides		Organizational buying	629
		Conflict areas	022	Industrial purchasing power	185	Photographer's market—1979	633
		Manufacturing/marketing	135	Management		Photography	
		Control systems	013	Manufacturing vs. marketing	022	Outlook 1978	109
		Performance/satisfaction study	282	Manufacturers' agents	329	Planning, techniques	030
		Data base management systems	616	Directory/guide	105	Policy determination	147
		Buyer's guide	140	Men's clothing	097	Political advertising	245
		Decision making	262	Statistical profile	546	Pre-marketing testing	399
		Data collection methods	620	Pulp, paper producers		New packaged goods	277
		Development administration	344	Directory	096	Product management	177
		Problems	496	Textiles	546	Multinational	145
		Directorship	617	United States		Professionals' new role	
		New learning stages	401	Capital expenditures	096	Research	
		Electronic data processing	500	New plants, equipment	095	AMA Conference proceedings	147
		Executive perks, fringes	268	Wood-based panel producers		Brand choice/purchase-relations	033
		Federal debt	491	Directory	237	Educational	503
		Policy examination	491	Art, crafts		Retail personnel	
		Financial criteria	496	Directory	237	Hiring strategy	562
		R & D projects	617	Commercial security equipment	188	Review of 1978	511
		Financial planning	401	Fire detection equipment	188	Sales promotion strategies	634
		Forecasting methods	508	Data acquisition, control systems	267	Social Responsibility	
		Reference guide	268	Sensor-based	124	Bibliography	027
		Fraud	491	Data base services	124	Structure analysis	397
		Checklist of controls	491	Forecast, statistics	124	Support mail	
		Future conditions	491	Dental equipment, supplies	302	Cost reduction role	038
		Hiring	491	Europe	302	Techniques	
		Conducting a lawful interview	491	EDP equipment for accounting offices	378	Structure analysis	137
		Hiring executives	491	Data, trends	378	Telephone surveys	031
		Selection improvement	491	Facsimile equipment	131	Theory	
		How to be own consultant	491	Forecast	131	Marketing concept	508
		Human resource	491	Flavors and fragrances, U.S.	430	Trade shows	037
		Training	491	Statistics	430	U.S. Government	
		Improving work performance	491	Floppy disks	264	Doing business with	184
		Coaching techniques	491	Projections	264	Video tape recorders	588
		Interviewing, strategies	491	Floral products	107	Women in pharmaceuticals	
		Job hunting guide	491	Supermarket selling	107	Problems	040
		Job interviewing	491	Home furnishings	190		
		Lease/purchase decision	491	Forecast	190	Marketing Research	
		Long-range planning	491	Home security equipment profile	674	Advertising	
		Loyalty	491	Housing study	233	Long-term loan	118
		Macroaccounting	491	Listing period duration	233	Africa-statistics	175
		Model design, strategy	491	Medical diagnostic imaging	357	Children's TV advertising	132
		Marketing communication models	491	Medical microcomputers	361	Conjoint analysis application	625
		Marketing information systems	491	Optical displays industry	657	Consumer dynamics	
		Merchandise strategies	491			Nonprofit organizations	623
		Retail policies	491			Consumer goods industries	
		Metadevelopment concept	491			Productivity	152
		Multinational	491			Data collection costs	156
		Product management	491			Directory of houses, services	
		Multinational corporations	491			Domestic and foreign	512
		External relations	491			Distribution	
		Objectives	491			Alternative channels	394
		Inventory models	491			Focus-group findings	510
		Office politics	491			Industrial market	
		Guide for success	491			Research your own	150
		Organization charts	491			Inflation, consumer	
		Computer applications	491			Coping behavior	662
		Performance assessment	491			Information system	504
		Mechanical contractors	491				

Household textiles	174; 683	South Carolina		Cosmetics industry	332	New Mexico	
Laundrying, dry cleaning	060	Community hospitals		Data base services market		Business	673
Perfumes/toilet waters	058	Cost analysis	232	Forecast	124	New Mexico economy	170
Pickles and sauces	058	Consumer credit		Demographic data		1977 Financial report	
Savory snacks	518	Applicant profile	571	Connecticut	063	Innkeeping	575
Sound equipment	058	Legislation		New Jersey	063	Office equipment	659
Sugar confectionery	060	Consumer protection	489	New York	063	Oklahoma Labor market	
United States		Migration patterns	410	Department stores		Oct. '77	079
Financial manual	106			Top 100 ranked by sales volume	459	Dec. '77	201
Virginia		South Dakota		Economics		Feb. '78	321
Department/specialty stores		Economy, outlook	447	Forecast-1978	081	June 1978	664
Sales report, 1977	465			EDP equipment for accounting offices		July 1978	665
Women's opportunities	219	Spain		Outlook, trends	378	Optical displays	
		Carpets and rugs	520	Education-costs		Market analysis	657
Romania				Maintenance, operations	257	Pasta, prepared foods	059
Automotive industry	521	SFR Lania		Electric cookers, ovens and hoods		Pet food industry	334
Rubber industry	646	Rubber industry		Netherlands	423	Pharmaceuticals	
		Consumption/production	413; 641	Employment		Germany	423
S				Oklahoma-Sept. '77	078	Italy	423
Sales		Statistics		Oklahoma-Jan. '78	408	Pharmaceutical industry	
Forecasting	041	Acne skin care products		Oklahoma-March '78	445	Survey report	360
Errors, new product	402	Market trends	434	Oklahoma-April '78	542	Photography industry	
Video tape recorders	588	Advertising expenditures		Energy		Japan	062
		International	593	Consumption, U.S., 1974-76	454	UK	062
Sales Management		Africa	175	Energy application survey	091	West Germany	062
Buying power survey	652	Social, economic, market	639	Energy use		Physical distribution	160
Compensation		Agriculture		U.S. foreign countries	209	Pizza chains and restaurants	
Sales, marketing executives	621	International	086	Europe		Market trends	462
Excellence awards-1977	164	International problems	050	Industrial workers	300	Population changes	
Forecasting methods	403	Parity	544	Executive compensation		U.S. counties	043
Marketing efficiency program		Alabama		Industry/labor leaders	325	Population, U.S.	
Forecasting model	285	Construction	716	Insimile equipment market	131	Age groups	429
Markets buying power		American agriculture		Farm population		Prepared food	
Survey	064	Energy	451	Flavors and fragrances, U.S.	675	Belgium	418
Purchasing power survey		Appalachia		Market data	430	France	418
U.S. industry	312	Out-migration, investment strategy	530	Floor polishers, Belgium	423	Netherlands	418
Sales force, compensation	515	Apparel		Food additives market, U.S.	438	Prescription drugs	
Sales force supervision	162	Men's sportswear	685	Food industry		Annual survey	362
Selection of salespersons	167	Arkansas, earnings	440	Business conditions	196	Research and development	
Self-management approach	284	Austria, wines	645	Foodservice industry		Spending patterns of U.S. companies	
Selling costs index		Automotive industry	521	Business conditions	196	Survey, 1977	448
Canada; U.S.	166	International	045; 179; 297	Energy concerns	210	Restaurants-tableservice	
Standards for salesmen	165	Bank credit services		Lodging industry	076	Operations report-1977	074
Systems selling strategies	168	Nebraska	005	Foreign advertising agencies		Retail sales, accounts receivable	
		United States	005	Gross income-1977	306	Aug. '77	108
Salesmanship		Banks, commercial		Forest products industry	207	Nov. 1977	110
Industrial marketers' opinions		Loan charge-offs	692	France		Dec. 1977	218
Publication salesmen	036	Belgium		Alcoholic, non-alcoholic beverages	059	Year 1977	218
Prospect/salesman interaction	039	Alcoholic, non-alcoholic beverages	059	Bread	645	Jan. '78	222
Sales compensation		Cigarettes	059	Germany		Feb. '78	337
IBM Brazil	404	Power tools	056	Disposable paper products	056	March '78	338
Self-management approach	284	Black consumer market	661	Domestic appliances	056	April 1978	467
Women		British industrial advertisers		Food	645	May 1978	560
Textile & apparel industry		TV	712	Health, slimming foods	059	Retail trades	
Guide	635	Broadcasting trends, U.S.	582	Sound equipment	056	United Kingdom	414
		Business-1977		Graphic arts industry	212	Rubber industry	
Sales Promotion		Forbes 500	315	GSA micrographic market		International	646
Mail support		Business-1978		Report	376	Production/consumption	641
Cost reduction role	038	Forbes 500	574	Home furnishings market		Synthetic	067
Strategies	634	Capital equipment		Forecast	190	Selling costs	
		Phone company expenditures	189	Hotel/motel industry		Canada	166
Saudi Arabia		Capital spending		Chains' growth	075	U.S.	166
Biographical survey	644	Corporate cash	576	Industrial parks		Smoking patterns among college students	427
Construction industry		Cheese		Trends	532	Society	
Directory	296	Germany	418	Industry	449	Cashless, checkless	700
		Chemical industry	330	Financial analysis	195	South Dakota	
Scandinavia		Chicago market	672	Review/forecast	312	Economy	447
Tourism	732	Children's wear	191	Insurance industry		Statistical decision theory	
		Cleaning products		European Community	183	Business, economic applications	278
Seattle		Germany	423	International		Steel industry	
Mortgage market	698	Italy	423	Automotive industry	052	International profile	308
		Coffee		Economic activity	522	Stock market	
Services		Belgium	418	Economic unions, Europe	523	What's ahead-1979	699
Career planning for teenagers		Commercial loan charge-offs	570	German manufacturers	421; 528	Texas	
Guide	607	Survey-U.S. and int'l		Multinationals	420	Apparel industry	193
Computer services industry		Commercial security equipment		Recent trends	293	Fact book, 1978	670
Analysis	604	Fire detection equipment	188	Trades	326	Industrial expansion	655
Consumer sourcebook	663	Community hospital costs		Italy, aperitifs	645	Population	288
Convention facilities directory	307	South Carolina/U.S.	232	Local areas-U.S.		Securities registration	224
Foodservice industry		Communications		Source directory	290	Turkey production	088
Energy concerns	210	Printing	590	Management		Texas industrial expansion	
Free vacation and travel directory	721	Communications industry	586	Communication practices	498	Sept. '77	071
Genealogy guide	726	Compensation		Marketing, Europe	647	Oct. '77	310
Handicapped driver's mobility guide	581	Management	387	Marketing—1977		Nov. '77	073
Professional		Computer graphics equipment		Dishwashing products	419	Dec. '77	194
Advertising	479	Manufacturing markets	377	Furniture shops	419	Third quarter 1977	071
SI metric system		Mini/micro, miniperipherals		Leisure goods	419	Year 1977	194
Guide	723	Market survey, 1978	379	Men's toiletries	419	Jan. 1978	311
Toll-free telephone numbers		Construction industry	234	Stationery and writing materials	419	Feb. 1978	314
Directory	722	Building cost data	363	Survey	064	First quarter, 1978	433
		Highway, heavy construction	236	Market structure analysis	137	Textile industry	546
Shipping		Consumer		Medical industry, report	714	Tourism	
Rail piggyback service		Food buying	538	Medical patient monitoring		Brazil	732
Potential market	102	Consumer credit, profile	571	Equipment sales	714	International	046
Security measures	324	Consumer financial behavior	475	Men's and women's hosiery/legwear	456	Scandinavia	732
		Corporate		Men's clothing	105	United Kingdom	732
Singapore		Advertising		Metro markets, 1978	463	United Kingdom	
Parent company listings	049	Current trends	241	Mobile homes	579	Alcoholic drink and tobacco	518
		Earnings		Monitors		Bookellers and stationers	518
Small Business		First quarter 1978	316	Wood products industry	545	Clothing, footwear	174
Club operation	247	Sales, profits-1977	204	Motorcycles, motorcycle aftermarket		Coffee	518
Computers	129	Third quarter 1978	658	Europe	305	Confectioners, tobacconists	518
Decision making process		Cosmetics and toiletries		Netherlands		Cooking oils	518
Accounting information uses	025	Germany	423	Alcoholic, non-alcoholic beverages	059	Domestic appliances	058
Leasing of equipment		Italy	423	Oral hygiene products	056	Dry cell batteries	174
Advantages	082					Durable goods shops	058
Marketing research	154					Economic outlook-1978	058
						Electric shavers	174
						Face care products	058

Food	.060	Textbook		Grocers, supermarkets	.060	Retail-sales, accts. receivable	
Furniture	.060	Selling: self-management	.284	Laundry, dry cleaning	.060	Nov. '77	.110
Grocers, supermarkets	.060	Textile Industry		Perfumes/toilet waters	.058	Dec. 1977	.218
Household textiles	.174	Projections	.546	Photography industry	.063	Year 1977	.218
Laundry, dry cleaning	.060	Thailand		Pickles and sauces	.058	Jan. '78	.222
Paper, packaging market	.527	Parent company listings	.049	Sugar confectionery	.060	Feb. '78	.337
Perfumes/toilet waters	.058	Rubber industry		Sound equipment	.058	March 1978	.338
Pickles and sauces	.058	Consumption/production	.413; 641	Washing products	.304	Retail trades	
Retail business	.686	Statistics	.057	United Nations		Financial manual	.106
Calculators	.683	Tourism		Unesco Guide		Rubber industry	
Clothing/footwear	.683	Brazil	.732	Development management	.616	Consumption/production	.413; 641
Household textiles	.683	Scandinavia	.732	United States		Statistics	.057; 178
Car radios/cassette players	.683	United Kingdom	.732	Agriculture		Selling costs index	.166
Savory snacks	.518	U.S. residents to Europe	.046	Export opportunities	.206	Space shuttle	
Sugar confectionery	.060	Training		Government policy	.206	Industry use	.322
Sound equipment	.058	Affirmative action manual	.733	Alien migration		State legislatures	
United States		Business, industrial firms	.258	Mexican workers in U.S.	.526	Guide	.134
Industry-1977	.084	Guide	.258	American unionism	.446	Statistics	
Manufacturing industry		Collegiate business curricula	.256	Associations encyclopedia	.309	Steel industry	.308
Expenditures-new plants	.096	Development management		Automobile components industry		Statistics sources-local areas	
Securities registration	.224	Problems	.616	European operations	.048	Directory	.290
Top 100 market areas	.066	Management		Automotive industry	.297	The South	.223
U.S. industrial		Human resources	.024	Impact of imports	.052	Migration patterns	.410
SIC supplement	.171	Management consultant	.481	Statistics, trends	.179	Tourism	
Vacuum cleaners, Belgium	.423	Organizations directory	.255	Illusion		U.S. to Europe	.046
Virginia population	.287	Report writing-business		Market forecast	.406	Trade/professional associations	
Survey		Collaborative approach	.119	Broadcasting trends, 1977	.582	Directory	.067
Business schools		Salesmen		Business information sources		Vending machine industry	.435
Best-rankings	.009	Techniques	.162	Foreign countries	.640	World commodity markets	
Telecommunications users/suppliers	.103	Screening interviews	.484	Government	.318	Kale in	.411
Telephone		Transportation		Chemical industry	.437	USSR	
Conducting, selecting	.031	Analysis, freight demand	.585	Coal industry	.409	Rubber industry	.646
Syria		Capital spending	.576	Commercial loan charge-offs		Utilities	
Foreign trade-EEC	.294	Management		Survey, statistics	.570	Rail piggyback service	
United States		Finance guide	.400	Community hospitals	.232	Potential market	.102
Chemical industry	.437	Finance information	.035	Consumers		V	
Coal industry	.409	Mass transit	.703	Market developments	.637	Venezuela	
County business patterns, 1975	.407	Motorcycle industry statistics		Corporations		Market possibilities for U.S. firms	.417
Extender and filler pigments, 1978	.431	Europe	.305	Balance sheets survey: 1977	.112	Vietnam	
Market developments	.637	Services for handicapped drivers	.581	County business patterns, 1975	.407	Rubber industry	
Vending machine industry	.435	Travel Industry		Directory-Who's Who	.286	Statistics	.057
Virginia		Consumer behavior	.535	Black Americans	.447	Virginia	
AGI by income class	.405	Statistics, profile		Economy, outlook	.447	AGI, 1976	
Construction	.719	Yearbook-1978	.068	EFTS		By income class	.405
Department/specialty store sales, 1977		Trinidad/Tobago		Nat'l Commission recommendations	.227	Banks	
Deposits	.693	Economy/investment	.649	Energy		Deposit statistics	.693
T		Energy consumption, 1974-76	.454	Organizations, info. resources guide	.455	Department/specialty store sales, 1977	.465
Taxes		Farm policy		Evolution, goals	.087	Housing permits	.719
Economic development		Migration	.675	Energy consumption, 1974-76	.454	Income/population	
Tax-free financing	.133	Federal debt management policy	.344	Farm policy		Statistics	.287
Shelters-profile	.223	Doing business with	.184	Evolution, goals	.087	W	
Taiwan		Employment opportunities	.317	Foreign population	.687	Warehousing	
Pharmaceutical industry	.054	Regulation of business	.612	Migration	.675	Guide	.631
Technology		Food additives market	.438	Federal Government		West Africa	
Optical Displays Industry	.657	Food industry		Doing business with	.184	Rubber industry	
Telecommunications Industry		Business conditions review	.196	Employment opportunities	.317	Production/consumption	.641
Policies for 1980's		Forecasting		Regulation of business	.612	West Germany	
Perspectives	.706	Economic trends	.678	Food additives market	.438	Automotive industry	.51
Terminology dictionary	.098	Foreign investment	.687	Food industry		Statistics, trends	.179
Users/suppliers survey	.103	Foreign Policy		Business conditions review	.196	Photography industry	.062
Video tape recorders	.588	Towards Southern Africa	.668	Forecasting		Wholesale Trades	
Tennessee		Forest products industry	.207	Economic trends	.678	Cosmetics industry	.332
Legislation		Government advertising	.243	Foreign investment	.687	Food industry	
Consumer protection	.489	Graphic arts industry	.212	Foreign Policy		1978 projections	.215
Migration patterns	.410	Forecast-1978	.212	Towards Southern Africa	.668	Fur, directory	.667
Texas		Guide		Forest products industry	.207	Men's and women's hosiery/leg wear	.436
Apparel industry		Directories	.187	Government advertising	.243	Photocomposition	
Economic profile	.193	Household spending		Graphic arts industry	.212	Data base management	.213
Business doctorates		Projections-1978	.199	Forecast-1978	.212	Women	
Demand and supply	.120	Income distribution	.289	Guide		Advertising	
Construction, plants	.534	Measurement	.289	Directories	.187	Images of men and women	.477
Energy		Industry		Household spending		Consumer	
Severance tax	.549	Financial analysis	.195	Projections-1978	.199	Attitudes and behavior	.398
Energy policy	.092	Statistics-1977	.084	Income distribution	.289	Credit rights guide	.252
Industrial expansion		Industry information sources	.653	Measurement	.289	Family migration economics	.065
Sept. 1977	.071	Government		Industry		Franchising	
Oct. '77	.310	Industry outlook	.171	Government		Involvement in	.464
Nov. '77	.073	SIC supplement	.171	Industry outlook		Management roles	.274
Dec. 1977	.073	International profile	.169	Government		Progress in business	.203
Third quarter 1977	.071	Economic stance	.169	Industry outlook		Sales	
Year 1977	.194	Key plants guide	.185	SIC supplement	.171	Textile & apparel industry	
Jan. 1978	.311	Industrial purchasing power	.185	International profile	.169	Guide	.635
Feb. 1978	.314	Legislation		Economic stance	.169	Working wives	.443
First quarter, 1978	.433	Consumer protection	.489	Key plants guide	.185	Writing	
Heating fuel		Mail order businesses	.186	Legislation		Technical	
Forecasting regional demand	.453	Directory	.186	Consumer protection	.489	Teaching methods	.599
Labor force		Manufacturers' expenditures		Mail order businesses	.186	Y	
Percentage of women	.444	New plants, equipment	.096	Directory	.186	Yugoslavia	
Manufacturing firms		Medical patient monitoring	.714	Manufacturers' expenditures		Rubber industry	.646
Directory	.094	Meeting sites	.643	New plants, equipment	.096		
Mobile homes	.579	Population-aging	.172	Medical patient monitoring	.714		
Population patterns	.288	Impact on housing	.172	Meeting sites	.643		
Regions		Public documents	.704	Population-aging	.643		
Economic, perceptual	.671	Directory	.704	Impact on housing	.172		
Securities registration		Pulp, paper producers		Public documents	.704		
Statistics	.224	Directory	.097	Directory	.704		
Statistics		Real estate industry		Pulp, paper producers			
Turkey production	.088	Directory of companies, individuals	.569	Real estate industry			
		Resource, environmental outlook	.452	Directory of companies, individuals	.569		

